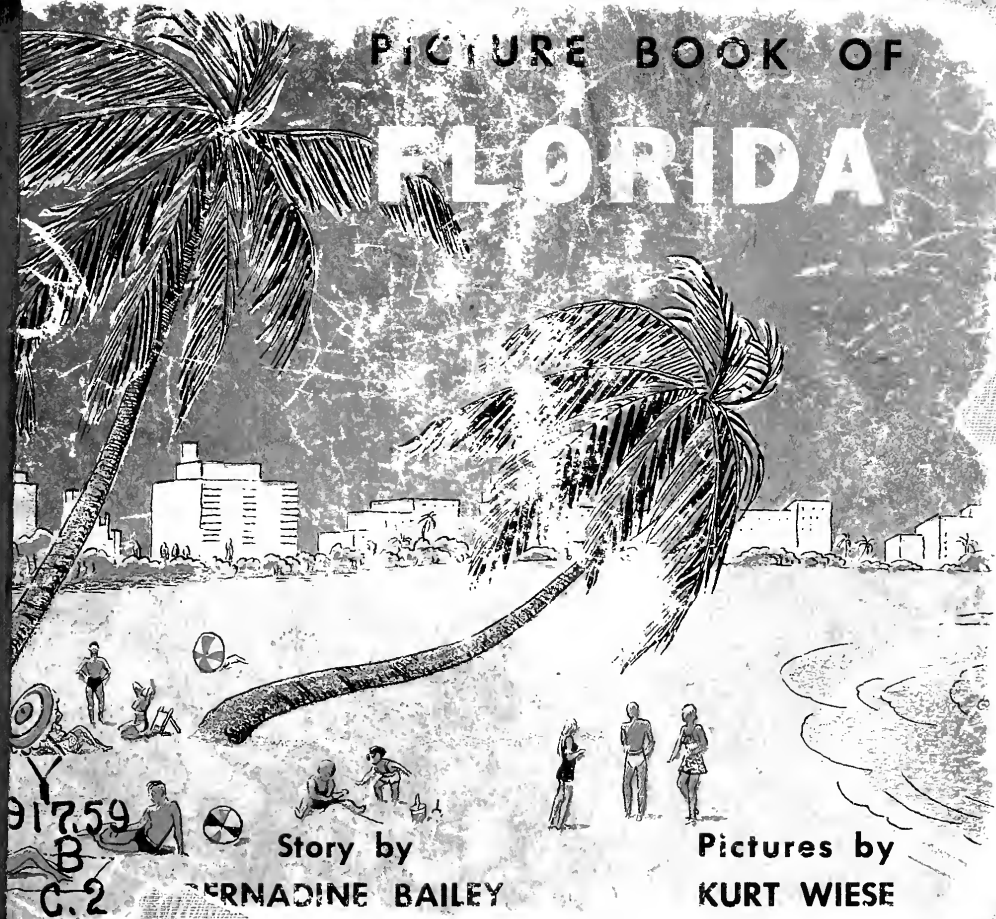


PICTURE BOOK OF FLORIDA



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BERNADINE BAILEY

Pictures by
KURT WIESE

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FLORIDA

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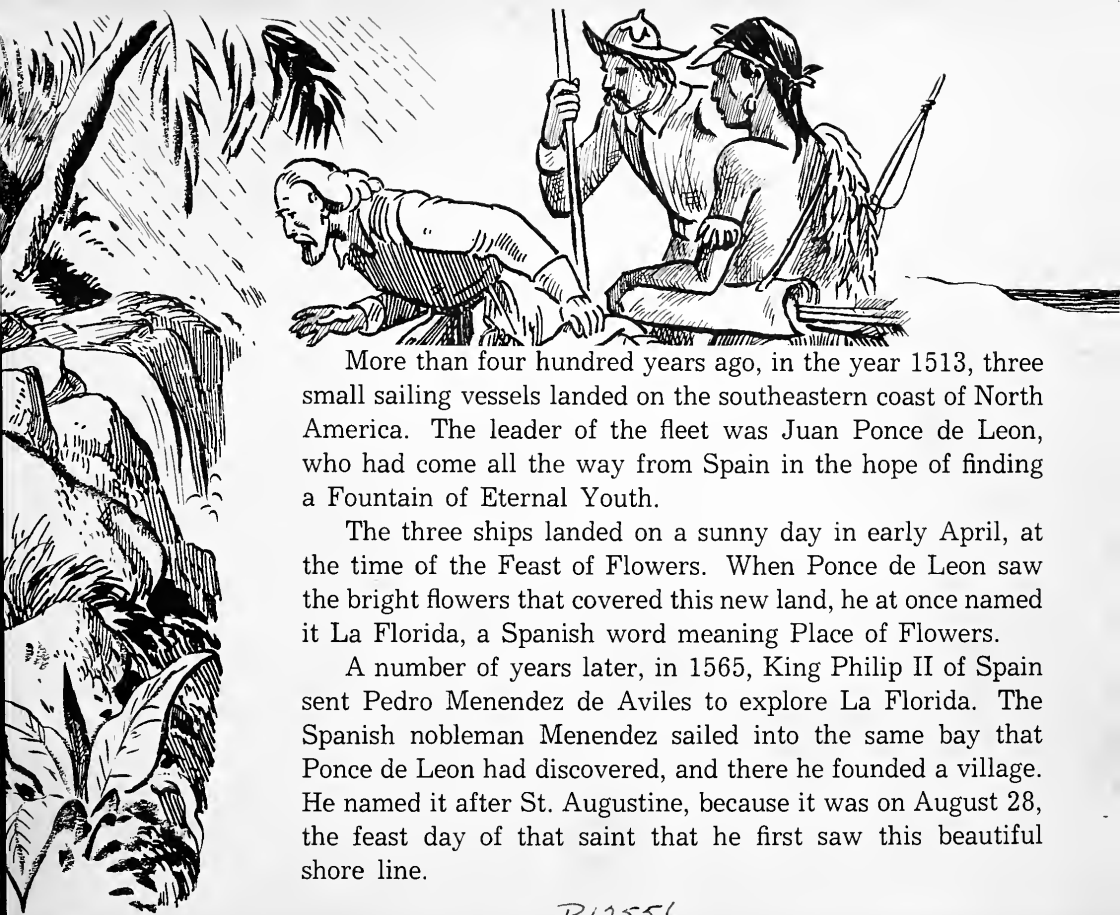
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More than four hundred years ago, in the year 1513, three small sailing vessels landed on the southeastern coast of North America. The leader of the fleet was Juan Ponce de Leon, who had come all the way from Spain in the hope of finding a Fountain of Eternal Youth.

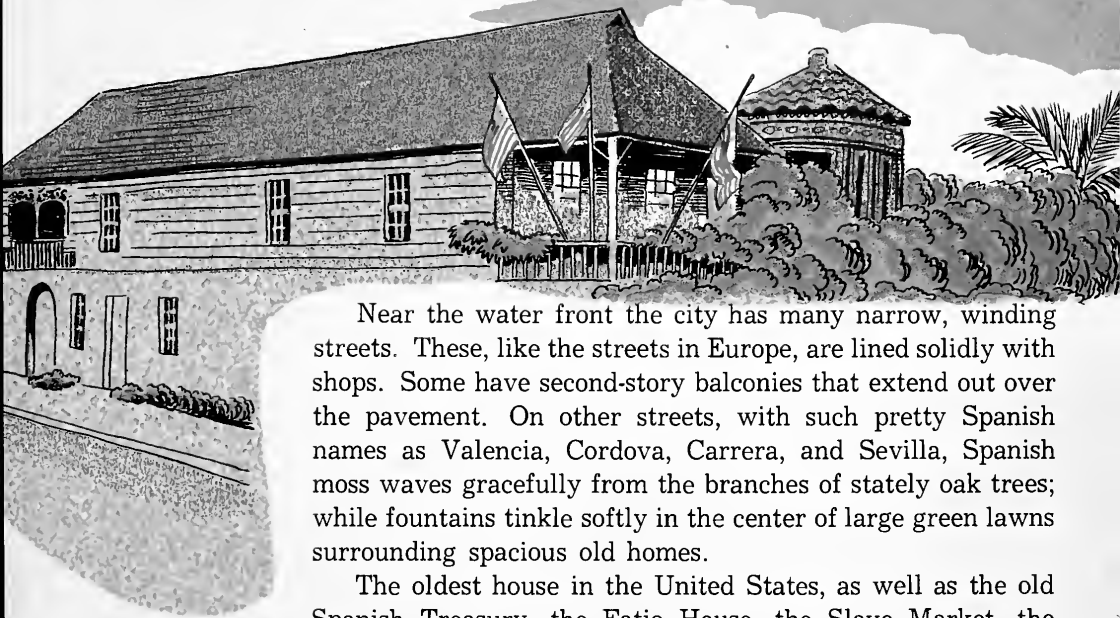
The three ships landed on a sunny day in early April, at the time of the Feast of Flowers. When Ponce de Leon saw the bright flowers that covered this new land, he at once named it La Florida, a Spanish word meaning Place of Flowers.

A number of years later, in 1565, King Philip II of Spain sent Pedro Menendez de Aviles to explore La Florida. The Spanish nobleman Menendez sailed into the same bay that Ponce de Leon had discovered, and there he founded a village. He named it after St. Augustine, because it was on August 28, the feast day of that saint that he first saw this beautiful shore line.



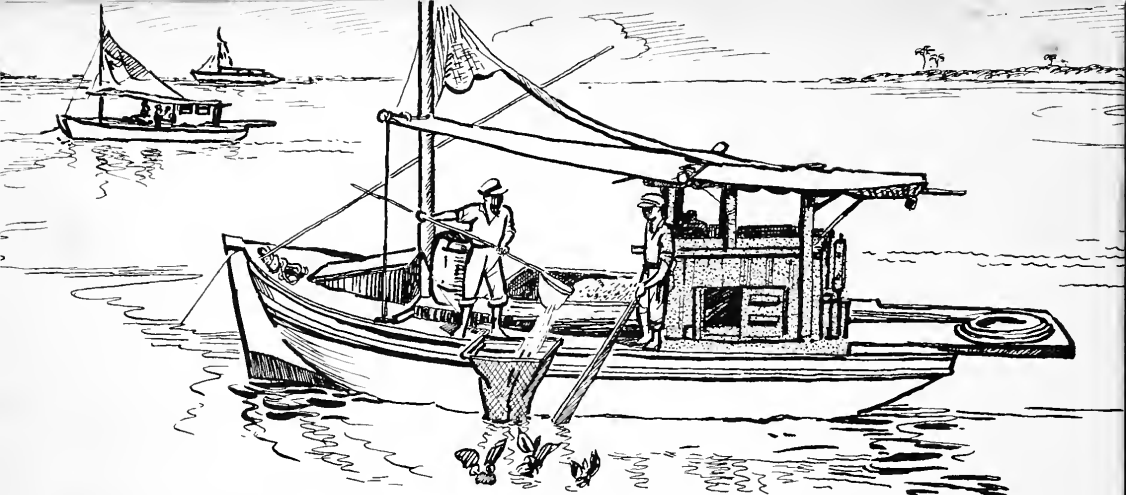
St. Augustine, Florida, thus became the first white settlement in continental North America.

At the entrance to the harbor of St. Augustine, there stands an old, old fort, the Castillo de San Marcos. Begun in 1672, it is built of coquina, a rock-like shell found along the coast. The flags of four nations — Spain, France, England, and the United States—have flown over this old fort.



Near the water front the city has many narrow, winding streets. These, like the streets in Europe, are lined solidly with shops. Some have second-story balconies that extend out over the pavement. On other streets, with such pretty Spanish names as Valencia, Cordova, Carrera, and Sevilla, Spanish moss waves gracefully from the branches of stately oak trees; while fountains tinkle softly in the center of large green lawns surrounding spacious old homes.

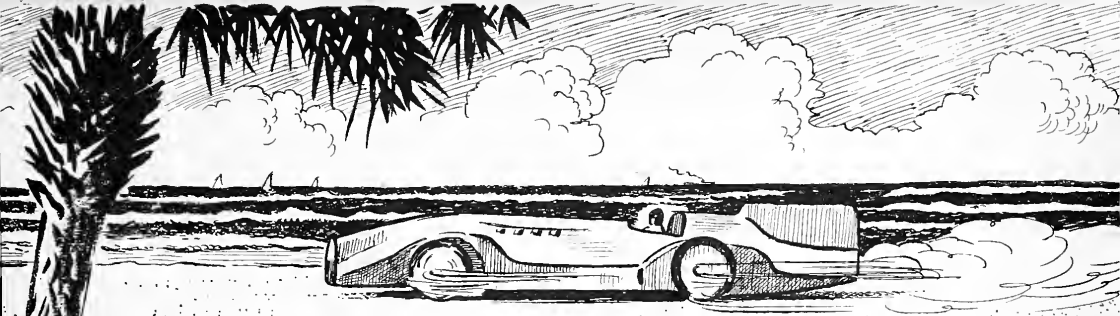
The oldest house in the United States, as well as the old Spanish Treasury, the Fatio House, the Slave Market, the Llambias House, and many others are well-kept landmarks of St. Augustine's long history. No other city in the United States has the same graceful charm as this oldest of New World cities. It is filled with reminders of its Spanish origin and historic past.



St. Augustine, the home port of a large fishing fleet, is a rival of Biloxi, Mississippi, as the shrimp center of the country. Large alligator and ostrich farms are located nearby. Porpoises and pelicans make their homes in and around Matanzas Bay. At the Marine Studios, eighteen miles to the south, there is a huge Oceanarium in which swim live giant turtles, porpoises, sharks, and hundreds of different deep-sea fish.

Not until the 1880's and 1890's, when Henry M. Flagler built a railroad along the east coast, did any towns spring up south of St. Augustine.





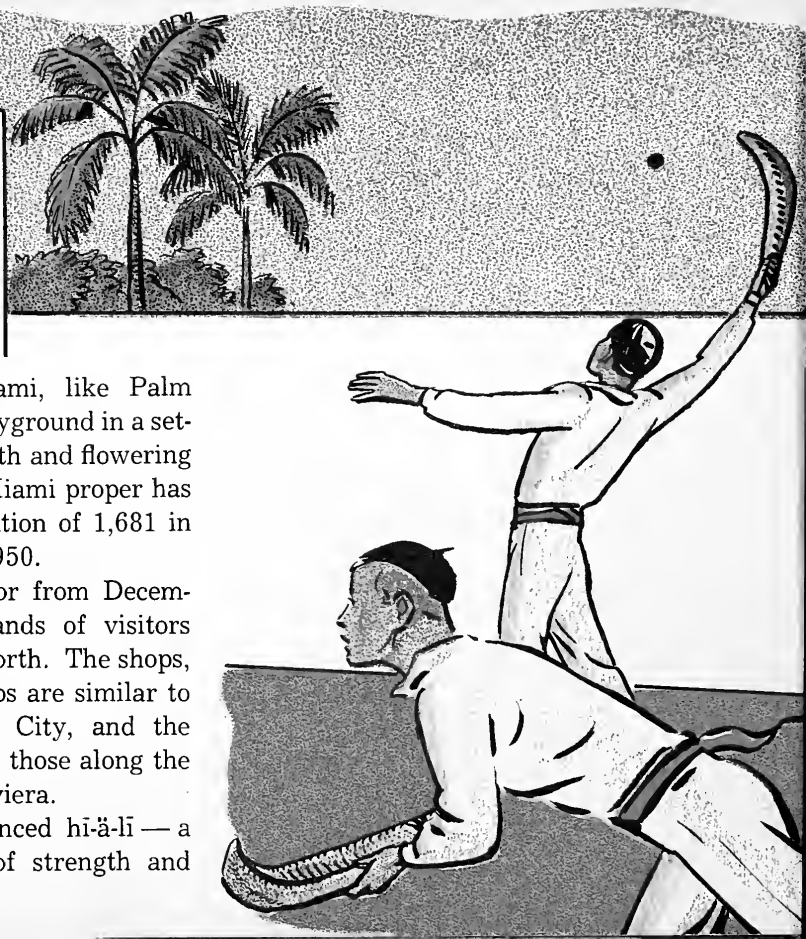
Daytona Beach, fifty-five miles to the south, was once famous for automobile races held along its shore. The white, hard-packed sand of the beach makes a perfect roadway, which at low tide is five hundred feet wide and twenty-three miles long.

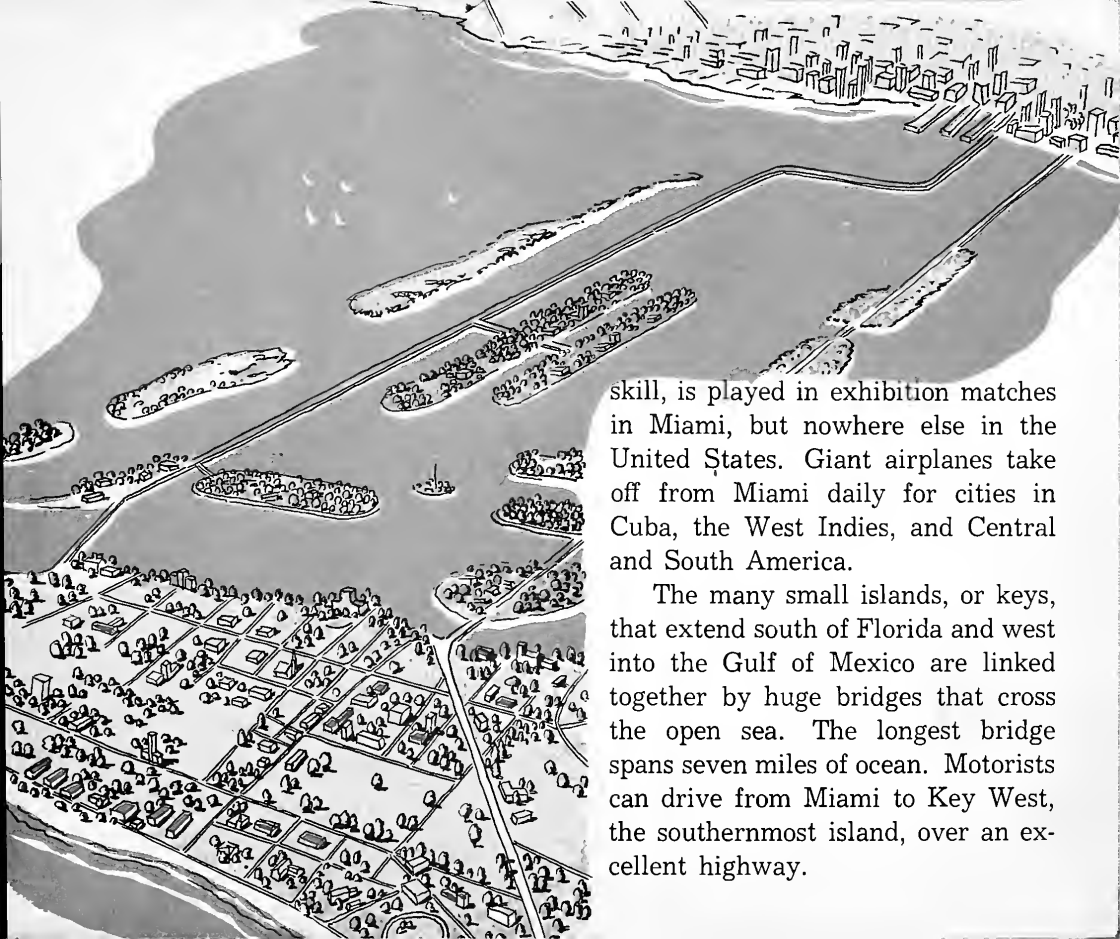
The palm trees for which Florida is famous are especially beautiful in Palm Beach, where both royal and coconut palms line the boulevards. From its very beginning in 1894, Palm Beach attracted wealthy people, who built magnificent winter homes and clubs for outdoor and indoor sports. The warm winters allow flowers to bloom the year around. Brilliant hibiscus, poinsettia, flame vine, and bougainvillea add bright color to the green lawns and white stucco homes.

The city of Miami, like Palm Beach, is a winter playground in a setting of tropical warmth and flowering beauty. The city of Miami proper has grown from a population of 1,681 in 1900 to 249,000 in 1950.

During the Season, or from December to April, thousands of visitors flock here from the north. The shops, hotels, and night clubs are similar to those in New York City, and the beaches are as gay as those along the French or Italian Riviera.

Jai-alai — pronounced hī-ä-lī — a fast Spanish game of strength and





skill, is played in exhibition matches in Miami, but nowhere else in the United States. Giant airplanes take off from Miami daily for cities in Cuba, the West Indies, and Central and South America.

The many small islands, or keys, that extend south of Florida and west into the Gulf of Mexico are linked together by huge bridges that cross the open sea. The longest bridge spans seven miles of ocean. Motorists can drive from Miami to Key West, the southernmost island, over an excellent highway.



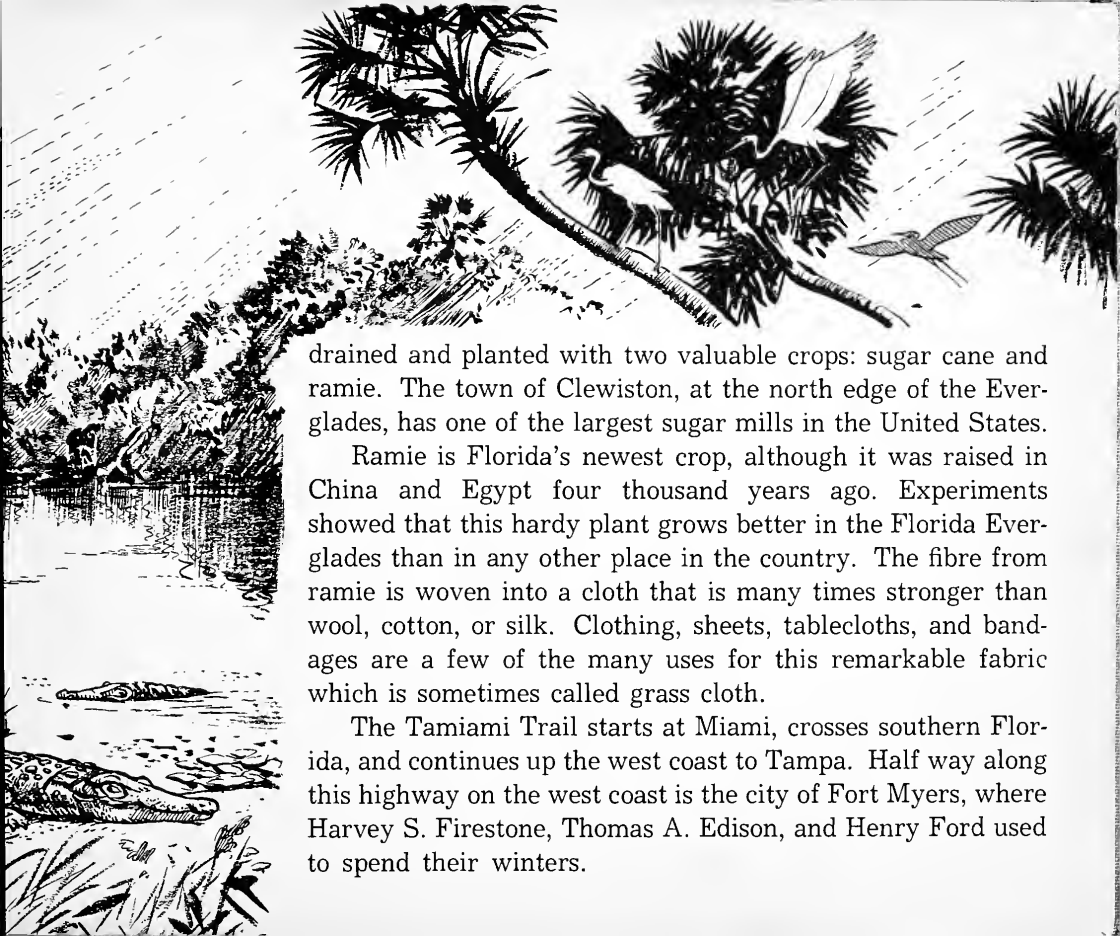
What is now the United States Naval Station at Key West was established many years ago to protect the land from pirates. It has since become an important base of operations, especially in protecting our southern coasts. Deep-sea fishing for pompano and large game fish is a popular sport off all the Florida Keys.

The southern tip of Florida is made up of a vast, mysterious cypress swamp called the Everglades. It covers five million acres. Many of the Seminole Indians, who once roamed throughout the state, now make their homes in this swamp.

In 1947 the southwest tip of the Everglades became a National Park. Here grow lovely orchids, tall pines and waving palms. Here live huge crocodiles and fresh- and salt-water fish.

Some parts of the Everglades have been cleared of alligators, rattlers, and worthless vegetation. The land has been

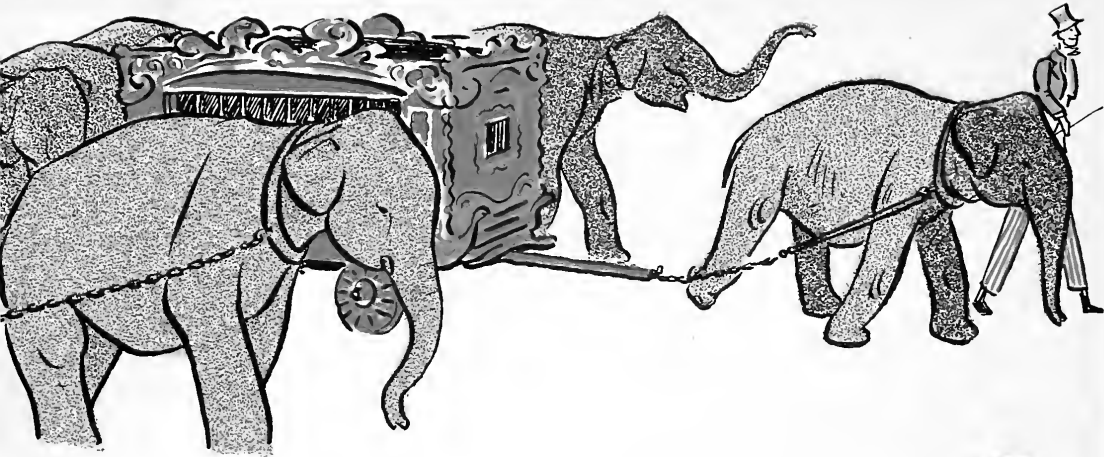




drained and planted with two valuable crops: sugar cane and ramie. The town of Clewiston, at the north edge of the Everglades, has one of the largest sugar mills in the United States.

Ramie is Florida's newest crop, although it was raised in China and Egypt four thousand years ago. Experiments showed that this hardy plant grows better in the Florida Everglades than in any other place in the country. The fibre from ramie is woven into a cloth that is many times stronger than wool, cotton, or silk. Clothing, sheets, tablecloths, and bandages are a few of the many uses for this remarkable fabric which is sometimes called grass cloth.

The Tamiami Trail starts at Miami, crosses southern Florida, and continues up the west coast to Tampa. Half way along this highway on the west coast is the city of Fort Myers, where Harvey S. Firestone, Thomas A. Edison, and Henry Ford used to spend their winters.



Experiments in growing rubber have been carried on here for some years. Vegetables and flowers, especially gladioli, are shipped from Fort Myers throughout the winter.

Some miles up the coast, at Sarasota, a nationally known circus has its winter quarters. Every fall the circus comes home to Sarasota. Here the performers—both human and four-footed—rest in the healthful sunshine. They also learn new tricks. In the pleasant spring weather, out they go on the road again for their coming season.

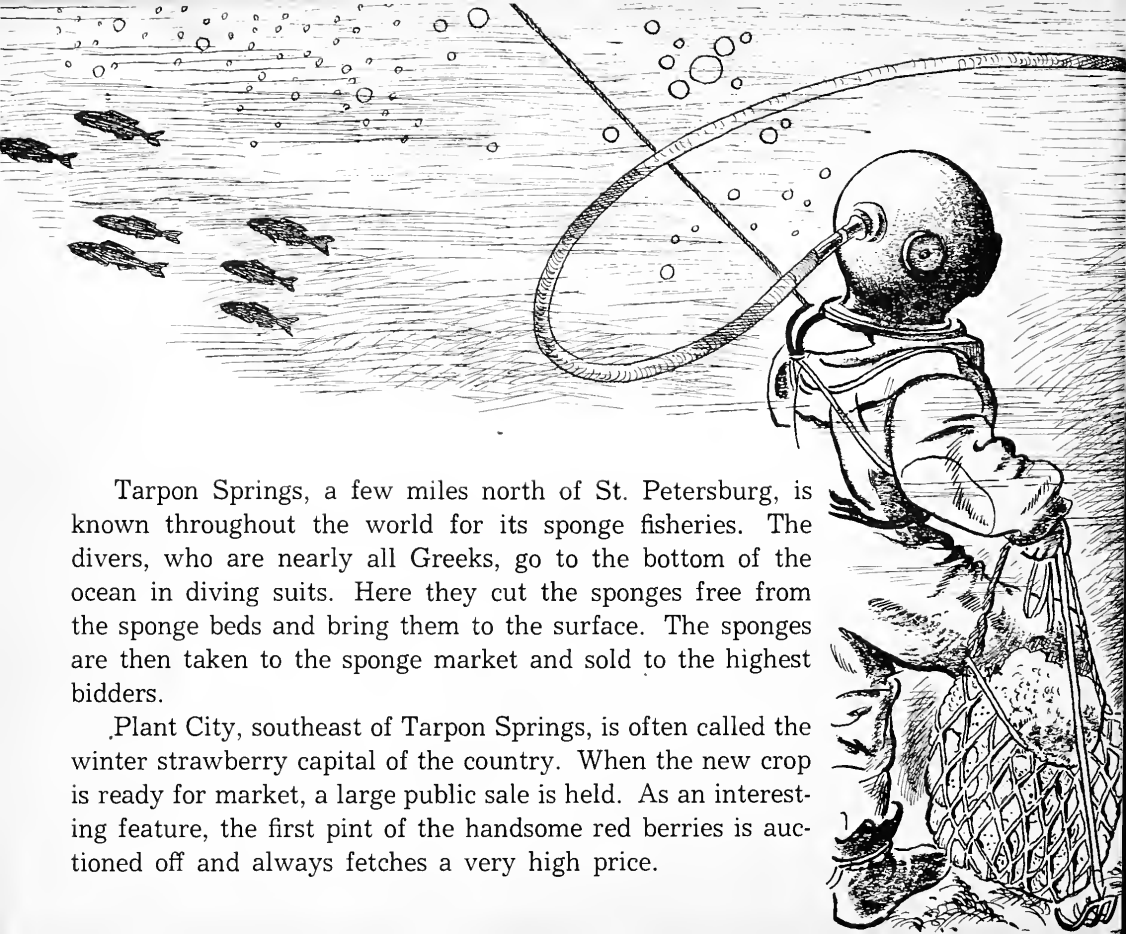
The Ringling Art Museum at Sarasota contains treasures of art, sculpture, and antiques worth millions of dollars. Because of the tarpon which are caught near by, Sarasota is often called a fisherman's paradise.





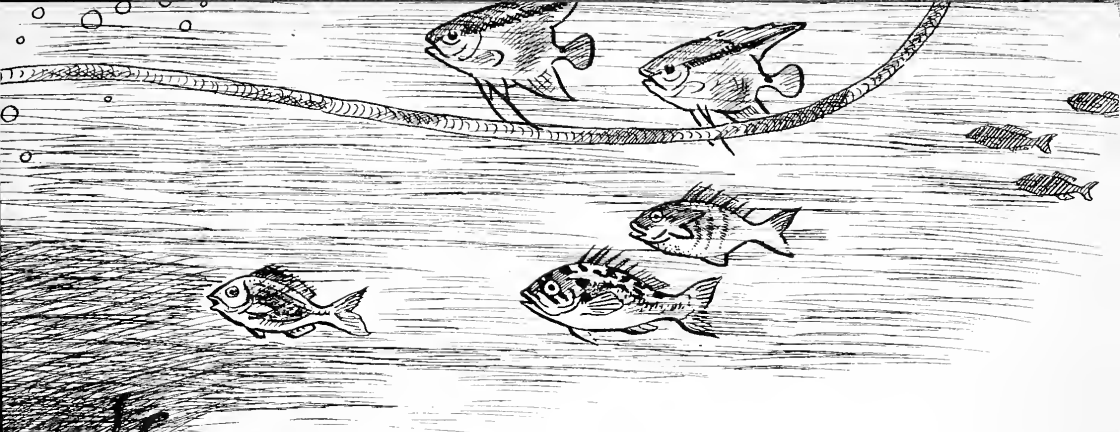
Tampa, third largest city in Florida, has long been famous for its many cigar factories and its old Latin Quarter, called Ybor City. Tampa is a commercial city, but St. Petersburg, across the bay, is one of Florida's best known winter resorts. The famous sunshine of St. Pete's, as it is known, attracts visitors by the thousands. On a day when the sun fails to shine, the city's leading newspaper offers free distribution to any and all.

The University of Tampa, St. Petersburg Junior College, and Southern College at nearby Lakeland attract students from all over the state. The University of Miami and Ringling Junior College at Sarasota also rank high as educational centers.



Tarpon Springs, a few miles north of St. Petersburg, is known throughout the world for its sponge fisheries. The divers, who are nearly all Greeks, go to the bottom of the ocean in diving suits. Here they cut the sponges free from the sponge beds and bring them to the surface. The sponges are then taken to the sponge market and sold to the highest bidders.

Plant City, southeast of Tarpon Springs, is often called the winter strawberry capital of the country. When the new crop is ready for market, a large public sale is held. As an interesting feature, the first pint of the handsome red berries is auctioned off and always fetches a very high price.



Lakeland, directly east of Tampa, is the center of Florida's huge citrus fruit industry. The richly fertile central part of the state is covered with hundreds of groves of oranges, grapefruit, and tangerines.

Oranges begin to ripen in early November. From then until the first of May, fifty million boxes of the golden fruit are shipped to northern markets.

There is no lovelier sight in midwinter than a grove of orange trees, heavy with the ripe fruit that gleams richly against glossy green leaves. Ripe oranges and orange blossoms are often found on the same tree. Thus fruit may be gathered during most of the year.

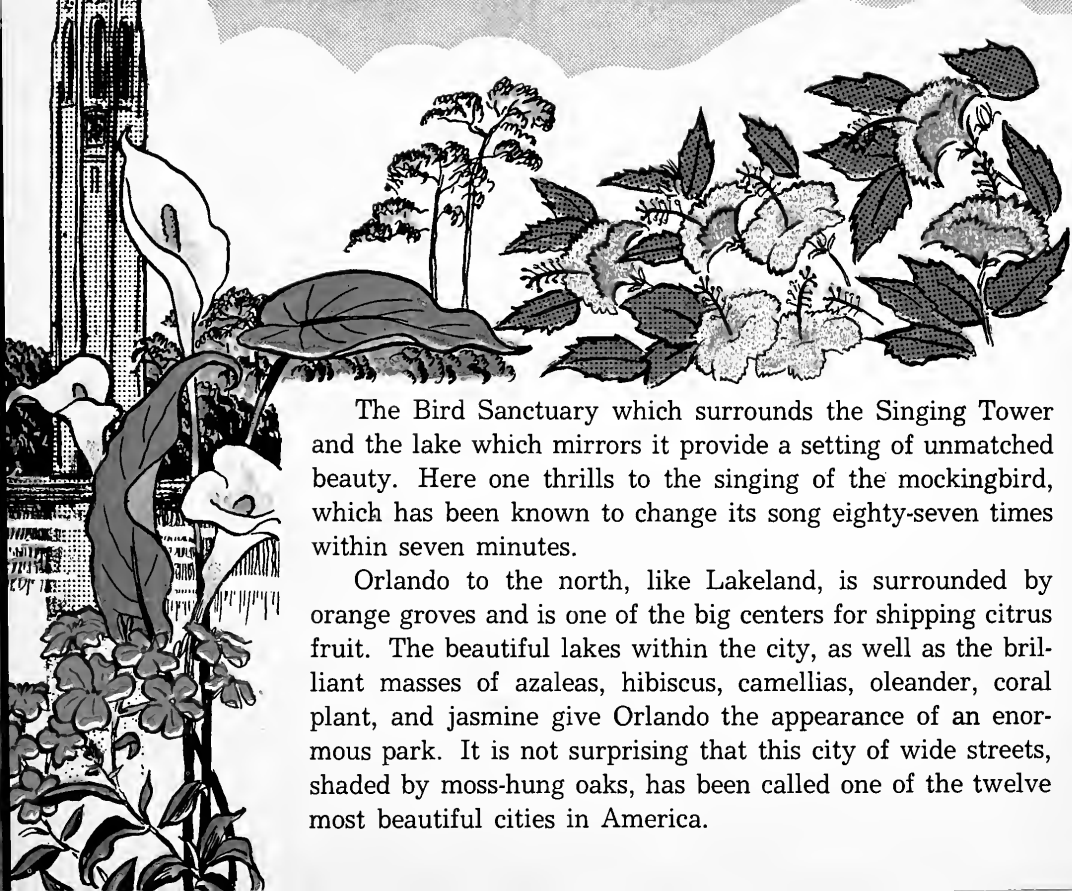


Several other important industries have developed in connection with the growing of citrus fruits. Much of Florida's grapefruit and orange crop is canned, as juice. Recent experiments in making concentrated orange powder have introduced a new way of preparing citrus fruit juices.

The peel and pulp that remain, after the juice is removed, have many uses. When ground, pressed, and dried, they make excellent feed for livestock. The pectin that is taken from orange peel is in great demand for making jams and jellies. The oil from citrus peel is used in perfumes and cordials. Citrus syrup is used in wines and brandies.

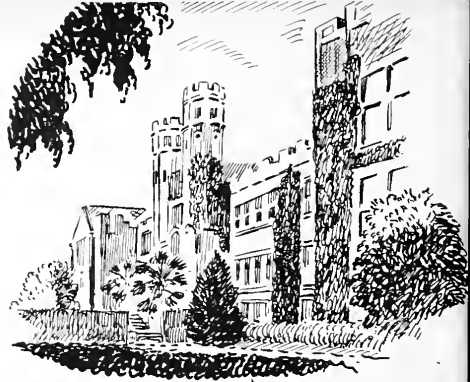
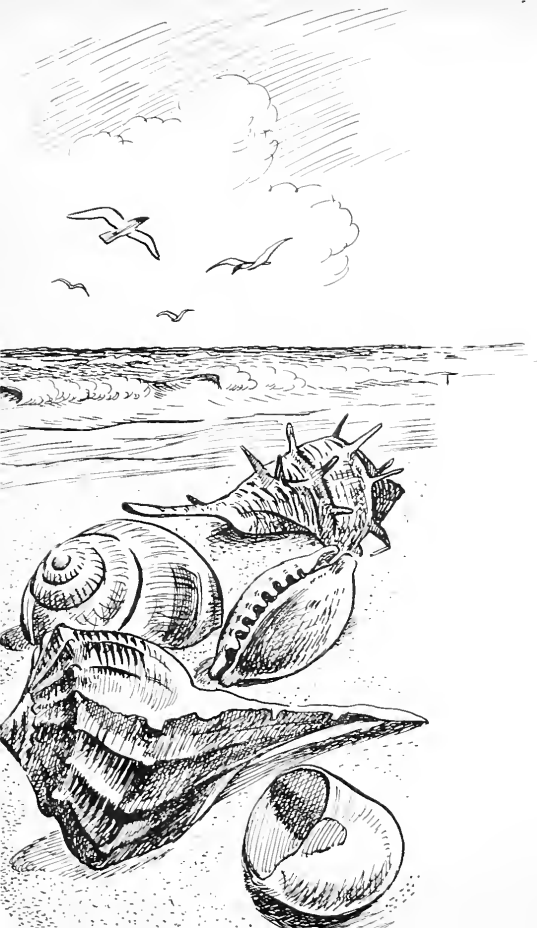
The little town of Lake Wales, to the east and south of Lakeland, boasts the highest elevation in all Florida: 325 feet above sea level. Lake Wales is best known for its famous Singing Tower, built by Edward William Bok in memory of his grandparents. Seventy-one bells, weighing 125,000 pounds, form the beautiful carillon in the Tower, where hymns and other music are played at certain hours of the day.





The Bird Sanctuary which surrounds the Singing Tower and the lake which mirrors it provide a setting of unmatched beauty. Here one thrills to the singing of the mockingbird, which has been known to change its song eighty-seven times within seven minutes.

Orlando to the north, like Lakeland, is surrounded by orange groves and is one of the big centers for shipping citrus fruit. The beautiful lakes within the city, as well as the brilliant masses of azaleas, hibiscus, camellias, oleander, coral plant, and jasmine give Orlando the appearance of an enormous park. It is not surprising that this city of wide streets, shaded by moss-hung oaks, has been called one of the twelve most beautiful cities in America.



Winter Park, which adjoins Orlando, is the home of Rollins College. Well known writers from all over the country come here every year to take part in the famous Living Magazine, a special event of the college held in late February.

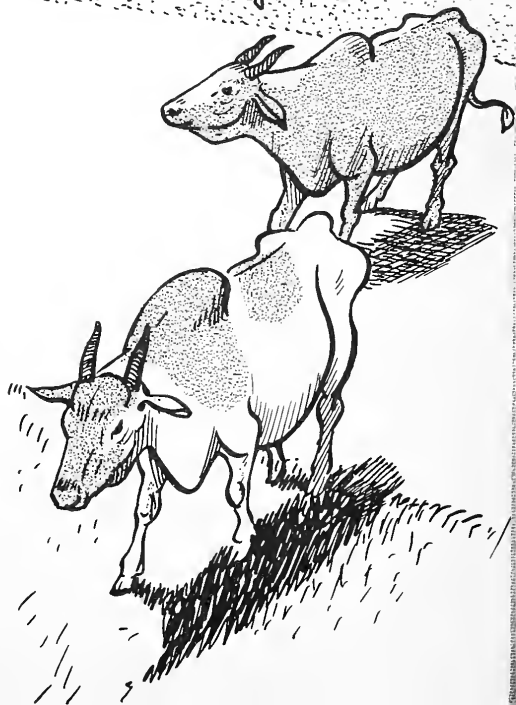
The only shell museum on any college campus is found at Rollins College, and it contains 150,000 shells. At Deland, a few miles north, is the John B. Stetson University.

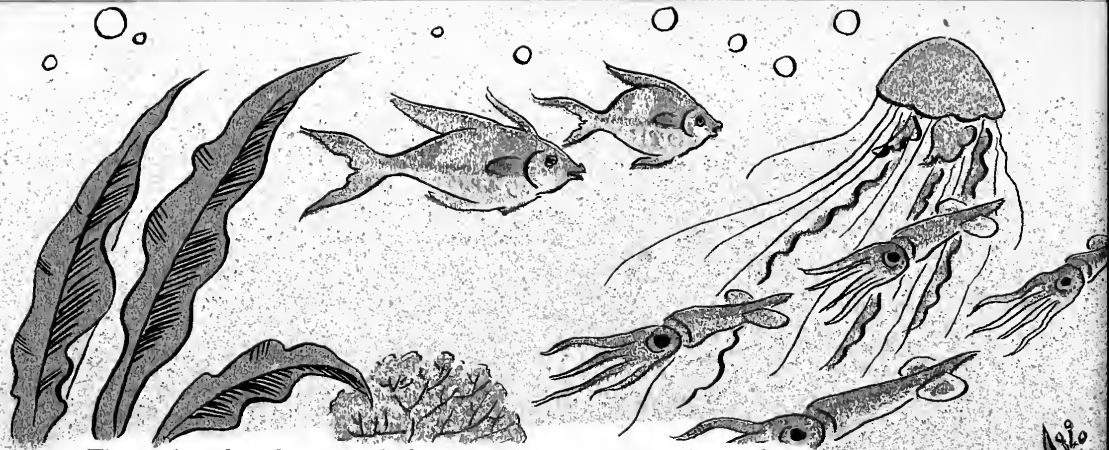
Ocala, northwest of Orlando, is in the center of the cattle-raising section



of the state. The introduction of Brahman cattle has greatly improved the stock in Florida, which is now one of the large cattle-growing states in the South. Motorists must constantly be on the lookout for the cattle which graze on open roadsides and amble across pavements without warning.

Silver Springs, at Ocala, is truly an underwater fairyland. From springs eighty feet below the surface of the ground, there pour forth more than 500 million gallons of water a day. This water, pure and as clear as shining glass, forms a little basin.

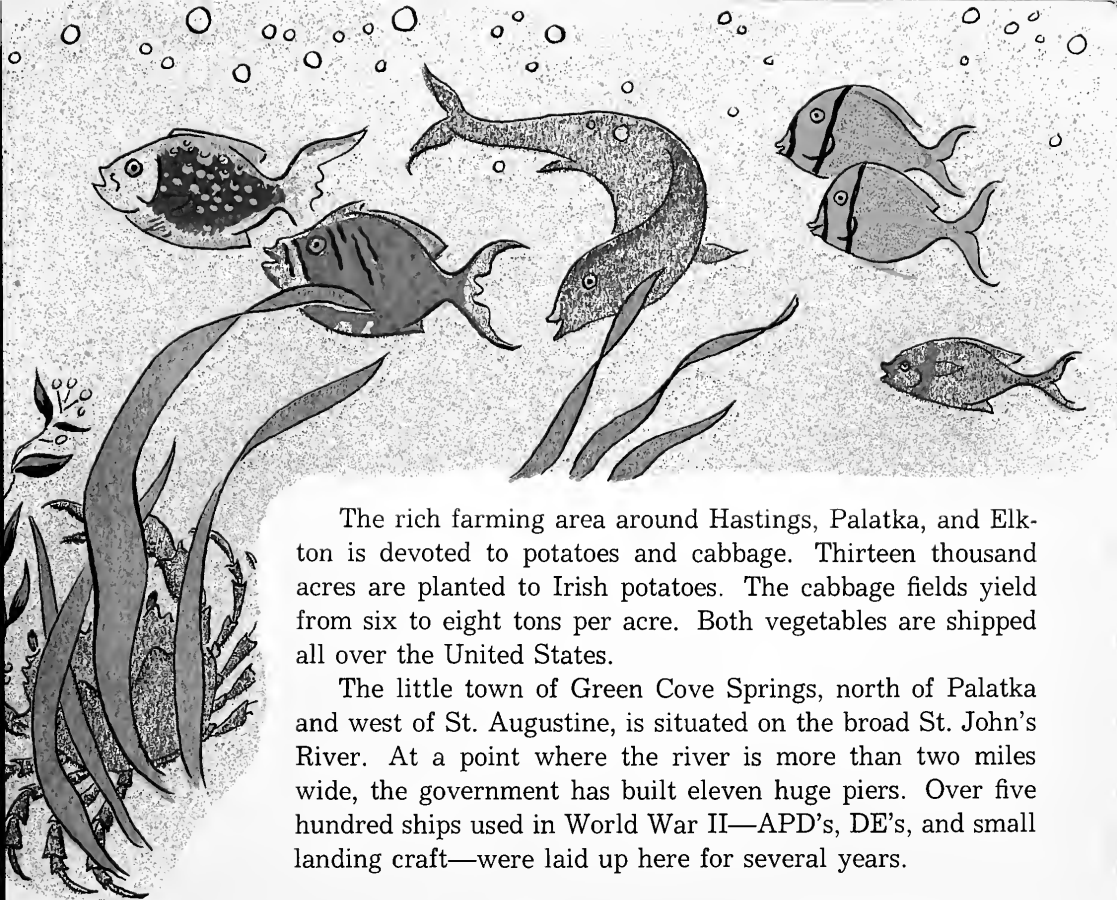




Through glass-bottomed boats, visitors can view the springs, as well as the colorful rock formations and thousands of fish that live in the spring-fed basin. Both professional and amateur moving picture makers come from all over the world to take underwater pictures, posing the actors on the bottom of the lake just as if they were posing on the ground.

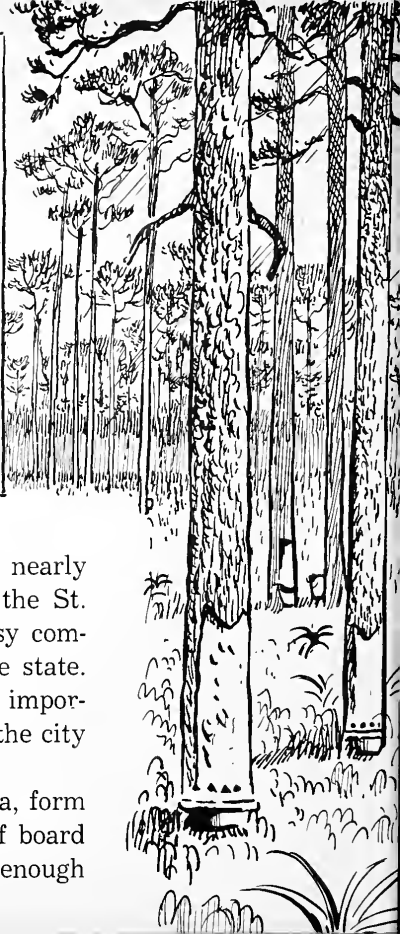
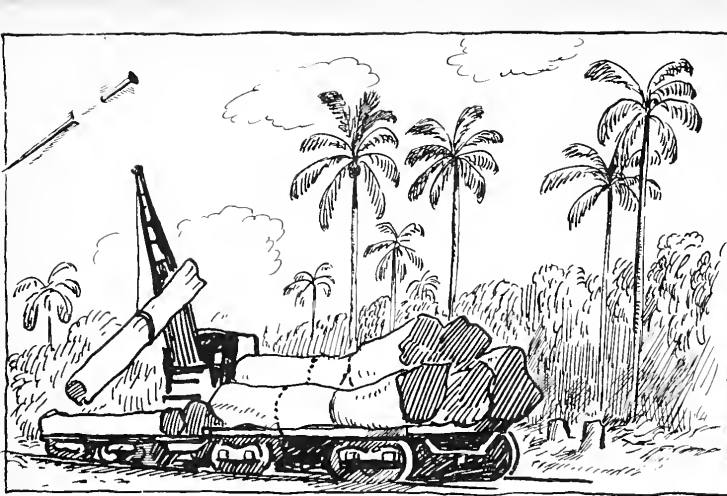
Gainesville, directly north of Ocala, is the home of the University of Florida. The University's experiments in raising tung trees have opened up a new and fast-growing industry in Florida. The tung tree, with large, heart-shaped leaves, grows to a height of fifteen feet and bears nuts about the size of walnuts. The oil from tung nuts provides one of the finest bases for paint.





The rich farming area around Hastings, Palatka, and Elkton is devoted to potatoes and cabbage. Thirteen thousand acres are planted to Irish potatoes. The cabbage fields yield from six to eight tons per acre. Both vegetables are shipped all over the United States.

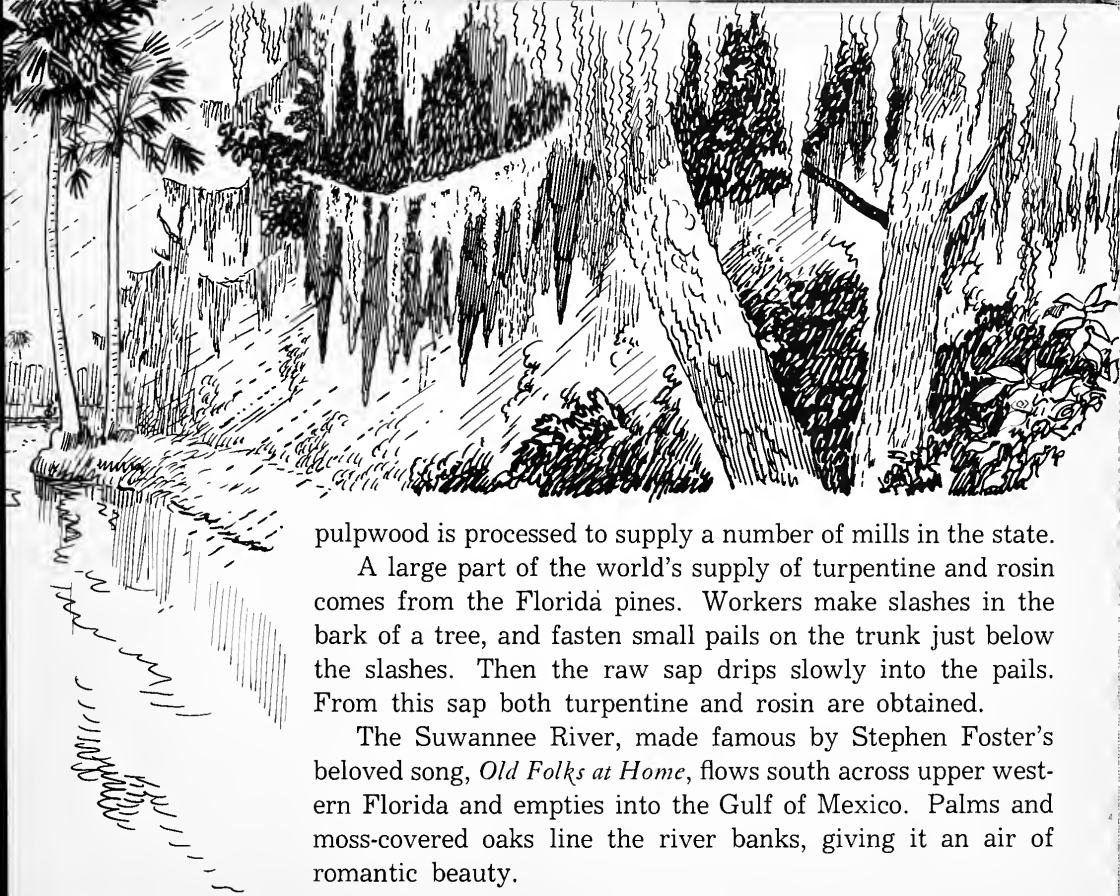
The little town of Green Cove Springs, north of Palatka and west of St. Augustine, is situated on the broad St. John's River. At a point where the river is more than two miles wide, the government has built eleven huge piers. Over five hundred ships used in World War II—APD's, DE's, and small landing craft—were laid up here for several years.



Florida's industrial city is Jacksonville, where nearly 200,000 people live and work. The broad mouth of the St. John's River provides an excellent harbor for this busy commercial city which lies in the northeast corner of the state.

During World War II Jacksonville was one of the important shipbuilding centers of the country. Just outside the city limits there is a large naval air base.

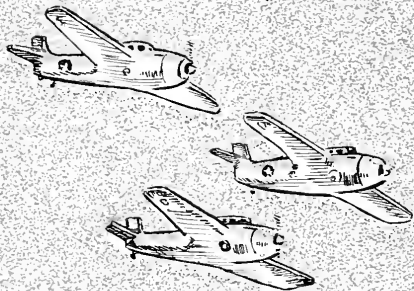
The forests, which cover 22 million acres in Florida, form one of the state's most valuable resources. Millions of board feet of lumber are shipped from Florida each year, and enough



pulpwood is processed to supply a number of mills in the state.

A large part of the world's supply of turpentine and rosin comes from the Florida pines. Workers make slashes in the bark of a tree, and fasten small pails on the trunk just below the slashes. Then the raw sap drips slowly into the pails. From this sap both turpentine and rosin are obtained.

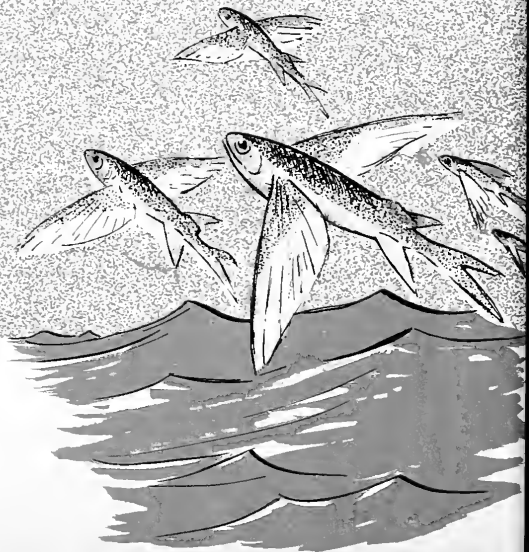
The Suwannee River, made famous by Stephen Foster's beloved song, *Old Folks at Home*, flows south across upper western Florida and empties into the Gulf of Mexico. Palms and moss-covered oaks line the river banks, giving it an air of romantic beauty.

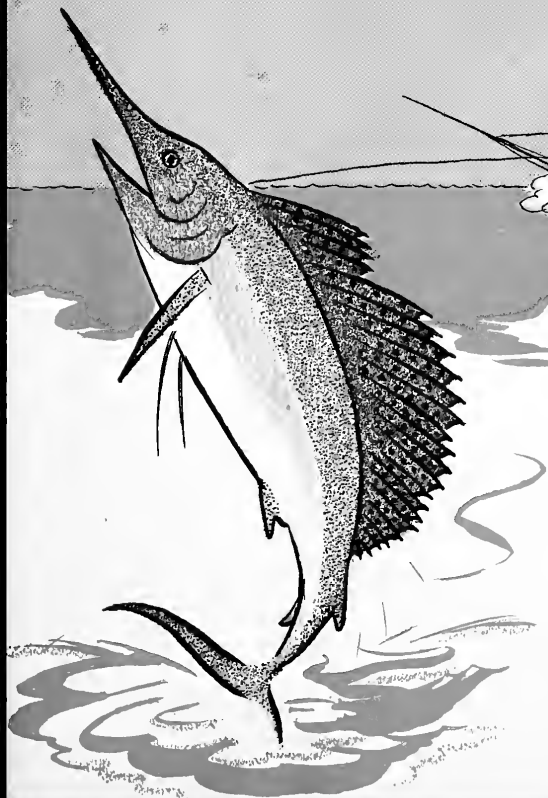


In the northwestern part of the state is Tallahassee. Founded in 1824, it was the first capital of Florida Territory and is now the state capital.

A branch of the University of Florida is located here.

Pensacola, in the upper western part of the state, is the home of the largest air-training school of the United States Navy. Large oyster beds and good fishing grounds for red snapper are found in the Gulf of Mexico near Pensacola.





Of the thirty thousand lakes in Florida, Lake Okeechobee is the largest, with an area of 717 square miles. It is the second largest body of fresh water entirely within the United States.

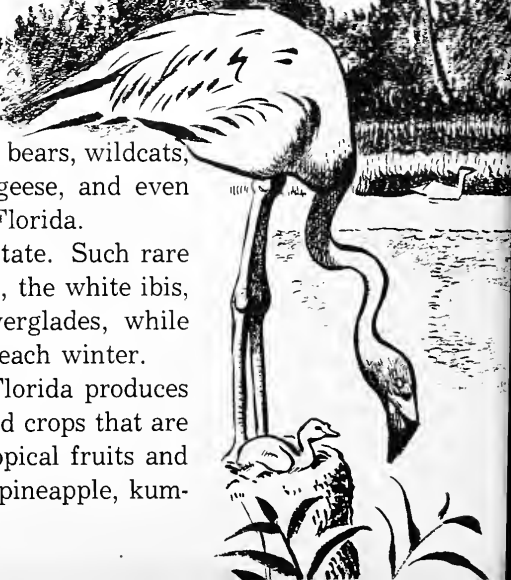
The state's fifteen hundred miles of coastline, plus its many lakes and rivers, provide a sportsman's paradise, with swimming, yachting, and fishing the year around. More than six hundred different species of fish are found in Florida.

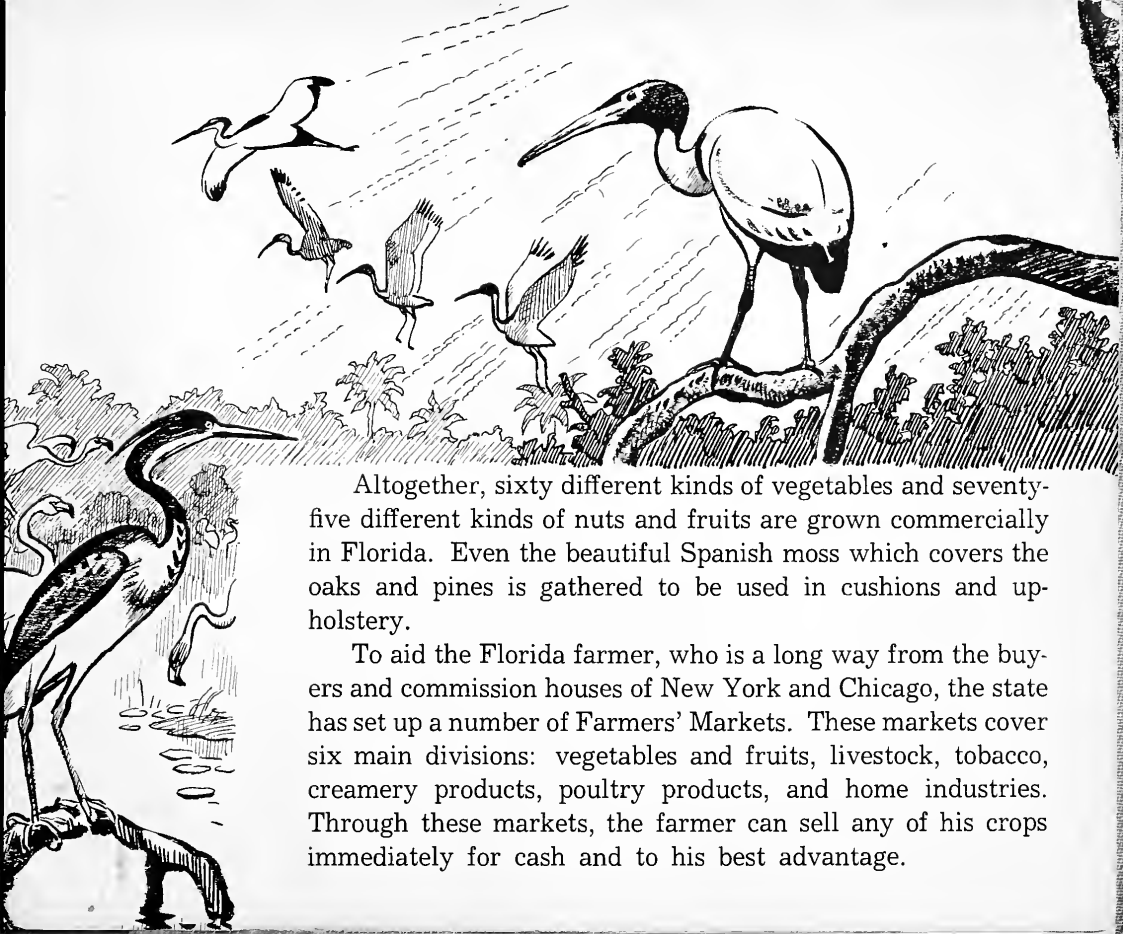


Hunters find an abundance of game—deer, bears, wildcats, foxes, raccoons, quail, wild turkeys, ducks, geese, and even panthers—in the vast forests and swamps of Florida.

Birds, too, are plentiful in the Sunshine State. Such rare tropical birds as the flamingo, the white egret, the white ibis, and the crane make their homes in the Everglades, while millions of northern birds migrate to Florida each winter.

Though best known for its citrus fruits, Florida produces many other crops. In addition to the same field crops that are grown in the north, Florida produces such tropical fruits and nuts as the avocado, papaya, mango, banana, pineapple, kumquat, coconut, and pecan.





Altogether, sixty different kinds of vegetables and seventy-five different kinds of nuts and fruits are grown commercially in Florida. Even the beautiful Spanish moss which covers the oaks and pines is gathered to be used in cushions and upholstery.

To aid the Florida farmer, who is a long way from the buyers and commission houses of New York and Chicago, the state has set up a number of Farmers' Markets. These markets cover six main divisions: vegetables and fruits, livestock, tobacco, creamery products, poultry products, and home industries. Through these markets, the farmer can sell any of his crops immediately for cash and to his best advantage.



The discovery of oil in Florida is opening up many new fields of industry. The state's important mineral resources are phosphate, fuller's earth, clays, and kaolin.

Unlike many other states in the Union, Florida has a warm climate most of the year around, for seldom is there a hard freeze. Ponce de Leon found no Fountain of Eternal Youth. Instead, he discovered a beautiful Land of Flowers of which Florida people are very proud.



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